

Fashion Calendar 1948

JANUARY

FEBRUARY

MARCH

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

MAY

JUNE

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

S	M	T	W	T	F	S
					1	2
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY

AUGUST

SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER

NOVEMBER

DECEMBER

WEEK OF

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 13, 1948</u>			
Tuesday Dec. 14 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	FRANCES SIDER; & FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
	Resort fashions by Frances Sider, which will be available at Franklin Simon, will be shown during luncheon. Press by invitation. Public by reservation; contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Frances Sider Publicity: Terry Mason, LO. 4-3323. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Dec. 15 12:15 P.M. Luncheon	READY-TO-WEAR CHRISTMAS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"Fashion Group Folly" with an all-member cast, will be presented at the Ready-To-Wear Christmas luncheon. Members and guests have been requested to bring Christmas gifts for The Children's Aid Society. Chairman of Ready-To-Wear Div.: Nancy White. Price (incl. tax and tip): \$3.10 for members, \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday Dec. 15 1:00 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Russeks will present their Resort and Cruise collection during luncheon at a "Caribbean Flight of Fashion". Press by invitation. Public by reservation. Contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Dec. 15 4:00 P.M. Cocktails	AWARD CEREMONY AND SHOWING OF SKETCHES	BELT INDUSTRY OF AMERICA	HOTEL McALPIN ROOF GARDEN
	Award ceremony for Designers' Belt-Line Contest and first showing of sketches entered in the competition. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Wednesday Dec. 15 4:30 P.M.- 6:30 P.M. Cocktails	NEW MANNEQUIN-- "THE LANGE GIRL"	LANGE, INC.	SAVOY PLAZA ROOM 319
	Preview of a new mannequin, "The Lange Girl", with emphasis on good grooming. She will be dressed in a Lange custom-made negligee, and three different hair-styles for her will be shown. For beauty editors by invitation only. Publicity: Ann Loveland Mayering, PL. 8-1390.		
Wednesday Dec. 15 5:00 P.M.- 7:00 P.M.	PRIVATE PREVIEW OF FRENCH COLLECTION	JACQUES FATH	ST. REGIS HOTEL
	Jacques Fath will present a special private preview of his collection. All invitations have been issued.		
Thursday Dec. 16 10:00 A.M. And 3:45 P.M.	SHOWING OF SPRING LINE OF LINGERIE	WILLIAM CARTER COMPANY	180 MADISON AVENUE SHOWROOM
	Showing of Carter's Spring line of lingerie at 10:30 A.M. and again at 3:45 P.M. Attendance by invitation only. Publicity: Helen D. Leaf, Batten, Barton, Durstine & Osborn, EL. 5-5800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 16 6:30 P.M.	SHOWING OF EVENING AND BRIDAL FASHIONS Evening and Bridal fashion, designed to catch the N.Y. "Don Juan" will be presented by Gimbels. Open to public. Publ.: Terry Mayer, LO. 5-1500.	GIMBELS	3RD FLOOR
Friday Dec. 17 3:30 P.M. Cocktails	"AMERICANA" FASHIONS IN SPRING FABRICS Christmas Party and presentation of Spring fashions in Wesley Simpson fabrics at an "Americana" showing. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	WESLEY SIMPSON	ST. REGIS HOTEL LOUIS XVI SUITE
Dec. 21	FIRST DAY OF WINTER (Tuesday at 5:34 P.M.).		
Dec. 22	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (CHRISTMAS WEEK).		
Dec. 25	CHRISTMAS DAY (Saturday).		
Tuesday Dec. 28 3:00 P.M.	SHOWING OF JUNIOR FASHIONS Junior Fashion Show presenting suits, coats and dresses for Midseason and Spring. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Dec. 29	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (NEW YEAR'S WEEK).		
Dec. 31	NEW YEAR'S EVE (Friday).		
Jan. 1	NEW YEAR'S DAY (Saturday).		
Tuesday Jan. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will present his Spring Millinery to the press during breakfast. Attendance by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY PREVIEW FOR PRESS Millinery fashions for Spring by Mary Goodfellow will be presented to the press. By invitation only. Contact: MU. 8-3787.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 5 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Lenesta will present her Spring Millinery collection to the press. Attendance by invitation only. Contact: PL. 5-6030.	LENESTA	15 EAST 53RD STREET SALON
Wednesday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Presentation of Spring Millinery by Madame Pauline. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday Jan. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY FASHIONS Laddie Northridge will present his Spring millinery to the New York press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 5 5:00 P.M.	PREVIEW: SPRING HOSIERY SHADES AND STYLES Bryans "January Thaw" Party. Attendance by invitation only. Publicity: Mary Williamson Hooker, Cecil & Presbrey, PL. 5-8200.	BEAUTIFUL BRYANS OF CHATTANOOGA	PARK LANE HOTEL PETIT SALON
Thursday Jan. 6 10:00 A.M. Breakfast	SPRING MILLINERY PRESS PREVIEW Press showing of Sally Victor's new millinery for Spring. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 6 11:30 A.M. Flight & Luncheon	PRESS PREVIEW OF SKYCRUISER LINE Presentation of Spring Skycruiser line by Barmon Bros. to be shown on flight for local press, newsreels and television. More details will follow. By invitation only. Publicity for Colonial Airlines: Al Hudson, CI. 5-5900. Publicity for Barmon: Hickory Associates, Sid Schechtman, MU. 7-9274.	BARMON BROS. BUFFALO, N.Y.	COLONIAL AIRLINES VANDERBILT AVENUE
Thursday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Spring Millinery by Emme at a press luncheon. Attendance by invitation only. Contact: MU. 8-1689.	EMME	21 EAST 56TH STREET SALON
Friday Jan. 7 12:15 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON The Fashion Group will present a millinery fashion show during luncheon. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Sunday Jan. 9 11:00 A.M. Brunch	SPECIAL BRUNCH FOR VISITING EDITORS The National Shoe Institute will invite out-of-town editors to a brunch. Contact: Alice Dowd, J. Walter Thompson, MU. 3-2000, Ext. 304.	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
Monday Jan. 10 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Accessories Fashion Show for local and out-of-town press, and department store executives. Showing at 5:00 P.M. Attendance by invitation, which must be presented at the door. Publ.: Ann R. Silver Assoc., MU. 7-8654.	ANN. R. SILVER FOR LEADING ACCESSORY DESIGNERS GRAND BALLROOM	HOTEL ROOSEVELT
Monday Jan. 10 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR VISITING PRESS Primrose House will display new items which will be added to their Treatment Line. By invitation only. Publicity: Lola Christie, PL. 3-2939.	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
Monday Jan. 10- Jan. 13 3:00 P.M. & 8:30 P.M.	NATIONAL LINGERIE AND NEGLIGEE SHOW First presentation of lingerie and negligees, to enable retailers to view every phase of the lingerie market. Lighting and production: Abe Feder. By invitation. Fashion Coordinator and Publ.: Mildred Kaldor, MU. 9-5420.	LINGERIE & NEGLIGEE INDUSTRY	71ST INF. REG. ARMORY PARK AVE. & 34TH ST.
Tuesday Jan. 11 8:00 A.M. Breakfast	SHOWING OF FASHIONS FOR LITTLE PEOPLE Showing for the out-of-town press of embroidered fashions for children by Schiffli. By invitation only. Publ.: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 9:45 A.M. On	FOURTEENTH BRIDAL BUSINESS CLINIC Brides House, Inc., announces "The Bride's Magazine" Fourteenth Bridal Business Clinic, at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton for the entire day. In addition to a series of informative business sessions, the program includes a luncheon in the Grand Ballroom, featuring a leading radio personality; a Home Furnishings Show; and will be climaxed by a Fashion Show ending at 4:15 P.M. A champagne party will follow until 5:30 P.M. Attendance by invitation, for retailers from leading stores, coast to coast and Canada; and resident buyers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ-CARLTON HOTEL
Tuesday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John introduces his "Let It Go To Your Head" Spring millinery collection in his new building. For New York press, by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 12:15 P.M. Luncheon	SPRING COLLECTION FOR VISITING PRESS Paul Parnes will present his Spring dress and suit collection to the out-of-town press. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	PAUL PARNE	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 2:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Capri will present their Spring collection to the out-of-town editors. Attendance by invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI	1372 BROADWAY SHOWROOM
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949"--new cotton collection by Jerry Parnis will be presented to the press at a cocktail party. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 4:30 P.M.	MILLINERY SHOWING FOR VISITING EDITORS Mr. John opens his new building with a press preview of his "Let It Go To Your Head" Spring collection. Attendance by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 5:00 P.M. Cocktails	ADVANCE COLLECTION FOR VISITING PRESS Joseph Halpert will show his complete Advance Collection, including a special group of dresses designed exclusively for him by Jacques Fath. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	ST. REGIS HOTEL ROOF
Tuesday Jan. 11 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets contact: Millinery Stab. Comm., 1450 Broadway, LC. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 7:30 P.M. Cocktails Dinner	"FIFTY YEARS OF DAYTIME FASHIONS" Golden Anniversary Celebration--the fourteenth annual Dinner-Fashion Show marking the 50th anniversary of the House Dress Industry, the oldest needletrade industry in the country, and consisting of 75 nationally advertised manufacturers. Fashion Ballet of authentic oldtime costumes will be shown along with completely original presentation of their modern counterparts. Press by invitation. Publicity: Joan Klein, Fashion Advertising Co., BR. 9-5050.	NATIONAL ASS'N. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA MAIN BALLROOM
Wednesday Jan. 12 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Presentation of Spring millinery for out-of-town press only. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	HOTEL COMMODORE
Postponed Jan. 12	THE HENSON OF TEXAS LINGERIE SHOWING ORIGINALLY SCHEDULED FOR WEDNESDAY, JAN. 12, AT 9:30 A.M. HAS BEEN POSTPONED. (New date later)		
Wednesday Jan. 12 1:00 P.M. Luncheon	HAIR STYLES & HATS AT LUNCHEON SHOW Showing of "Spring Headlines" -- hair styles by Bernord Az Guro and millinery by Emme, during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Guro Publicity: Aileen Gutheridge, CI. 7-4238. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	BERNORD AZ GURO; & EMME	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring Millinery fashions by Florence Reichman for local and out-of-town fashion press. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday Jan. 12 4:30 P.M. Cocktails	"TWO WEEKS WITH PAY" FASHION SHOW Preview of the May 1949 issue of Charm Magazine, based on the theme, "Two Weeks With Pay". For personnel of Charm, tie-in stores, retail buyers, executives. By invitation only. Contact: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 12 5:00 P.M. Cocktails	COCKTAIL SHOWING OF "BIJOUX DE PRINTEMPS" Presenting the Spring Collections of both La Tausca pearls and jewelry by Dorel, coordinated with new ready-to-wear fashions. Showing promptly at 5:30 P.M. For trade and press, by invitation only. Show coordinator: Helen Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	HOTEL AMBASSADOR AMBASSADOR GARDENS
Wednesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE Seamprufe Inc. will present their new Spring line of lingerie in a continuous showing at a Calypso Carnival for the visiting and N.Y. press. Trade invited from 7:00 P.M. Attendance by invitation only. Publicity: Billi Rubin, Wesley Associates, MU. 6-7077.	SEAMPRUFE INC.	412 FIFTH AVENUE SHOWROOM
Thursday Jan. 13 8:00 A.M. Breakfast	"TIME FOR RIBBON" FASHION SHOW Breakfast showing for visiting editors with a presentation of fashions in ribbon. By invitation. Publ.: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST. STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday Jan. 13 12:15 P.M. Luncheon	PRESS PREVIEW: "WHEN WE WERE VERY YOUNG" Richard Hudnut will invite local and out-of-town press to luncheon for a dramatic presentation of "When We Were Very Young", directed by Ann Delafield. By invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	HOTEL PLAZA GRAND BALLROOM
Thursday Jan. 13 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring millinery fashions by Helen Liebert for N.Y. press and buyers. By invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Thursday Jan. 13 2:30 P.M.	FOURTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in stores across the country. The clinic will be followed by a wedding reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Jan. 13 4:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN EDITORS Laddie Northridge will present his Spring millinery to the out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday Jan. 13 5:30 P.M. Cocktails	MILLINERY SHOW FOR OUT-OF-TOWN PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday Jan. 14 8:00 A.M. Breakfast	JUNIOR FASHIONS FOR VISITING PRESS Virginia Spears Junior Fashions for Spring will be presented to the out-of-town press during breakfast. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	VIRGINIA SPEARS	LONGCHAMPS B'WAY & 41ST ST.
Friday Jan. 14 12:00 Noon Luncheon	SPRING COLLECTION FOR VISITING PRESS Presentation of the Varden Petite Spring Collection to the out-of-town press. Attendance by invitation only. Publicity: David Rand, Roy S. Durstine, CI. 6-1400.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM
Friday Jan. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF YOLANDE LINGERIE Yolande's collection of handmade lingerie for Spring will be presented to the out-of-town and local fashion press. Included in the showing will be new fabrics, colors, and couture designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 14 4:00 P.M.- 6:30 P.M. Cocktails	ATTIC PARTY SHOWING ECONOMICAL WEDDING Attic Party showing how the Bride bound by purse strings can have the "wedding of her dreams". For bridal buyers, by invitation only. Contact: Miriam B. Reichl, PL. 7-5580.	"YOURS FOR THE BRIDE"	41 WEST 47TH STREET
Friday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Annual cocktail party for the out-of-town and local press by Dan River Mills. Attendance by invitation only. Publicity: Jane Shipton, John A. Cairns, OR. 4-5600.	DAN RIVER MILLS	RCA BUILDING NORTH LOUNGE
Friday Jan. 14 5:30 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Braagaard will present his Spring and Summer hats to the out-of-town editors in his new salon. Attendance by invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Friday Jan. 14 7:00 P.M. Dinner	SPRING FASHION SHOW FOR VISITING PRESS William Bass will present his Spring Collection at a dinner for the out-of-town press. Attendance by invitation only. Publicity: Laura Benham, PL. 5-3000.	WILLIAM BASS	SAVOY-PLAZA SAVOY ROOM
Jan. 14	MARCH OF DIMES CAMPAIGN (Jan. 14 - Jan. 31).		
Saturday Jan. 15 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will personally present his Spring collection of afternoon cocktail, dinner and evening fashions to the out-of-town press. A "first cup of coffee" will be served. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Saturday Jan. 15 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS Semi-annual millinery fashion show and breakfast for the out-of-town press by Sally Victor. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 15 11:30 A.M.	SPRING COLLECTION FOR VISITING PRESS Fira Benenson will present her Spring Collection to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Saturday Jan. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will have a luncheon and fashion show for the out-of-town press. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM
Saturday Jan. 15 2:00 P.M.	MILLINERY SHOW FOR VISITING EDITORS Mr. Fred Frederics of John Frederics, Inc. will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICHS	29 EAST 48TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 15 3:00 P.M.	SPRING SUITS FOR VISITING PRESS Molly of Levy-Blum will present her Spring suits for the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY OF LEVY-BLUM CORP.	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
Saturday Jan. 15 4:30 P.M. Cocktails	SHOWING OF NEW HAIR STYLES FOR SPRING "Spring Headlines"--showing of Spring hair styles by Bernord Az Guro during the cocktail hour. Press by invitation. Public by reservation. Publicity: Aileen Gutheridge, CI. 7-4238.	BERNORD AZ GURO	LESLIE HOUSE 30 WEST 56TH STREET
Sunday Jan. 16 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING PRESS Walter Florell will have a cocktail party for the out-of-town press and a showing of his Spring millinery. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday Jan. 17 12:00 Noon Luncheon	HOSIERY FASHIONS AT LUNCHEON SHOW Gotham will present Spring hosiery fashions at a luncheon show for the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 13 11:00 A.M.	SHOWING OF SCARVES TO VISITING PRESS Brooke Cadwallader will present a showing of his Spring scarves. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHION AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 19 4:30 P.M. Cocktails	SHOWING OF KID SHOES AND ACCESSORIES The Kidskin Tanners' Guild, representing eighteen manufacturers of goat and kid leather, will present a showing of shoes, bags, millinery, coats, and novelties in suede kid, crushed, and glazed kid. Attendance by invitation. Publicity: Rhea Nichols, or Antoinette McShan, MU. 6-1623.	KIDSKIN TANNERS' GUILD	HOTEL CHATHAM MAIN DINING ROOM
Thursday Jan. 27 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Wednesday February 2 4:00 P.M.- 7:00 P.M. Cocktails	STARCHED COTTONS BY LEADING DESIGNERS "Fashion Accents Crisp" is the theme of a fashion show which is being planned by Linit Starch. The show will feature three summer cottons from the collections of fifteen leading designers. More details later. Publicity: William J. McKenna, Jr., C. L. Miller Co., MU. 2-1010.	LINIT DIVISION OF CORN PRODUCTS CO.	WALDORF-ASTORIA GRAND BALLROOM

MUSIC...MOVIES...THEATRES

Week METROPOLITAN OPERA, 3RD WEEK: METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
 Of MONDAY, DEC. 13: ELISIR D'AMORE (Donizetti). Sayao, Manski, Tagliavini,
 Dec. 13 Valentino, Baccaloni. Conductor: Antonicelli.
 TUESDAY, DEC. 14: CARMEN (Bizet). Stevens, Albanese, Browning, Baum,
 Guerrera, DePaolis, Cehanovsky, Alvary. Conductor: Pelletier.
 WEDNESDAY, DEC. 15: RIGOLETTO (Verdi). Lily Pons, Elmo, Altman, Peerce,
 Warren, Vichegonov. Conductor: Cimara.
 THURSDAY, DEC. 16: LA BOHEME (Puccini). Sayao, Benzell, Bjoerling,
 Brownlee, Moscona, Thompson. Conductor: Antonicelli.
 FRIDAY, DEC. 17: TRISTAN UND ISOLDE (Wagner). Traubel, Thebom, Melchior,
 Janssen, Ernster, Darcy. Conductor: Busch.
 SATURDAY, DEC. 18: (Mat.) OTELLO (Verdi). Albanese, Lipton, Vinay,
 Warren, Garris, Moscona, Hayward, Harvuct. Conductor: Busch.
 SATURDAY, DEC. 18: (Eve.) L'AMORE DEI TRE RE (Montemezzi). Kirsten,
 Altman, Lenchner, Kullman, Guerrera, Chabay. Conductor: Antonicelli.
 SUNDAY, DEC. 19: LUCIA DI LAMMERMOOR (Donizetti). Lily Pons, Votipka,
 Tagliavini, Hines, Valentino. Conductor: Cimara.
 Publicity: Margaret Carson, PE. 6-1200.

Wednesday PREMIERE: "THE PALEFACE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Dec. 15 Paramount Pictures presents Bob Hope and Jane Russell in a technicolor
 travesty about the "Old West" when it is invaded by a travelling corre-
 spondent school dentist. Director: Norman Z. McLeod. Producer: Robert
 Welch. Costumes: Mary Kay Dodson. Publicity: Rex Taylor, BR. 9-8700.

Wednesday OPENING: "LEND AN EAR" NATIONAL THEATRE, 41ST WEST OF B'WAY
 Dec. 15 William R. Katzell, Franklin Gilbert and William Eythe present an intimate
 musical revue with music and lyrics by Charles Gaynor. Cast includes
 William Eythe, Gene Nelson, Anne Anderson. Director: Hal Gerson. Sets
 and costumes by Raoul Pene Du Bois. Choreography by Gower Champion.
 Publicity: Sam Friedman, PL. 7-4380.

Wednesday OPENING: "MAKE WAY FOR LUCIA" CORT THEATRE, 48TH EAST OF B'WAY
 Dec. 22 The Theatre Guild's third production this season, a drama by John Van
 Druten, based on the E.F. Benson stories. Director: Mr. Van Druten.
 Publicity: Joseph Heidt, CO. 5-6180.

Thursday PREMIERE: "EVERY GIRL SHOULD BE MARRIED" (Movie) CAPITOL THEATRE, B'WAY & 51ST
 Dec. 23 RKO-Radio Pictures presents this modern comedy about a girl who is
 determined to get a husband. Cast features Cary Grant with Franchot Tone,
 Diana Lynn and Betsy Drake. Produced and directed by Don Hartman.
 Costumes by Sharaff. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday OPENING: "JENNY KISSED ME" HUDSON THEATRE, 44TH EAST OF B'WAY
 Dec. 23 Michael Ellis, James Russo and Alexander H. Cohen present a comedy by
 Jean Kerr, starring Leo G. Carroll, with Ernest Graves, Mary Anderson
 and Zamah Cunningham. Sets by Ralph Alswang. Costumes by Eleanor
 Goldsmith. Publicity: Sam Friedman, PL. 7-4380.

Wednesday OPENING: "THE RAPE OF LUCRETIA" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
 Dec. 29 Marjorie and Sherman Ewing and Giovanni Cardelli present a music drama
 in two acts with book by Ronald Duncan and music by Benjamin Britten.
 Starring Kitty Carlisle. Production staged by Agnes deMille. Musical
 direction: Paul Breisach. Sets: John Piper. Publicity: Leo Freedman,
 CH. 4-7250.